Permit #F00041744

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00041744 **Type of Permit:** FILMING **Release Date:** 07/11/2011

Production Company BELIEVE MEDIA INC

Insured Company Name BELIEVE MEDIA INC
Contact Phone No. 1 323-645-1000
Contact Phone No. 2
Fax 323-645-1099
Address 1040 N LAS PALMAS, #10
LOS ANGELES, California 90028

Production Title PANTENE

Type of Production Commercial - Standard

Producer Marc Benardout

Director Tryan George

1st AD John Churchill

Production Manager Yanni Papadopoulos

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Kieron Estrada
Primary Phone Mobile - 213-819-6907
Secondary Phone Office - 323-645-1000

Location Assistant na na
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$282.00
LA COUNTY - ROAD USE FEE	$624.00
LA COUNTY ROAD APPLICATION FEE	$141.00
LA COUNTY-ENCROACHMENT PERMIT PROCESSING FEE	$258.00

Total Permit Fee $1,930.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00041744
Production Company BELIEVE MEDIA INC
Insured Company BELIEVE MEDIA INC
Production Title PANTENE

Location Manager Kieron Estrada
Primary Phone Mobile - 213-819-6907
Secondary Phone Office - 323-645-1000

Location Address 1055 Cold Canyon Rd, Unincorporated Los Angeles County, CA, 91302

Location Type Private Residence

Location Description UNINCORPORATED LA COUNTY

Prep Dates 7/11/2011 - 7/11/2011 07:00 - 07:00 1 day

Film Dates 7/12/2011 - 7/13/2011 07:00 - 22:00 2 days

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Believe Media Kieran Estrada Agent Letter524.pdf

Equipment on Location

Type	Quantity
4000 gal water truck	1
Camera cars	60
Cube Trucks	7
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	1
Crew	60
LA County FSA assigned	1

Filming Activities Interior Dialogue; 3 trucks parked on Cold Canyon Rd;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 589 **Grid:** A7

Approvals LOS ANGELES COUNTY ROAD DEPARTMENT - WESTCHESTER Vincent Milton

Coordinator Note LA COUNTY FIRE #11-1577-67, FSA AND 4,000 GALLON WATER TRUCK REQUIRED.

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of _____ ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 10-9-08

Believe Media
Name of Principal

By: _____
Representative's Signature

Kieron Estrada
Print Representative's Name

Location Manager (213) 819-6407
Representative's title

_____
Principal's Address

213 819 6407
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT